Chapter 9: Headings, Titles and labels Most users spend a considerable amount of time scanning rather than reading information on Web sites. Well-designed headings facilitate both scanning and reading written material. Strive to use unique and descriptive headings, and to use as many headings as necessary to. It is usually better to use more rather than fewer headings. Headings should be used in their appropriate HTML order. It is generally a good idea not to skip heading levels. Ensure that each page has a unique and descriptive page title. When tables are used, designers should make sure that descriptive row and column headings are used. It is occasionally important to highlight certain critical information.	**9:1** Use Clear Category Labels	Ensure that category labels, including links, clearly reflect the information and items contained within the category.
	9:2 Use Unique and Descriptive Headings	Use headings that are unique from one another and conceptually related to the content they describe.
	9:3 Use Descriptive Row and Column Headings	Ensure that data tables have clear, concise, and accurate row and column headings.
	9:4 Use Descriptive Headings Liberally	Use descriptive headings liberally throughout a Web site.
	9:5 Provide Descriptive Page Titles	Put a descriptive, unique, concise, and meaningfully different title on each Web page.
	9:6 Highlight Critical Data	Visually distinguish (i.e., highlight) important page items that require user attention, particularly when those items are displayed infrequently.
	9:7 Provide Users with Good Ways to Reduce Options	Provide users with good ways to reduce their available options as efficiently as possible.